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| Job Title: Territory Manager – On Trade **ROLE PROFILE** | **Job Holder:** | **Reports to: Sales Director TNI** |
| **Location: Hillsborough. NI travel only** | **Location Type: Field Based Role** | **Direct Reports: N/a** |
| **Company Car Required** | **Salary £27k - £30k pa** | **Bonus - Sales , TNI Performance Based** |
| **Purpose:**  To manage sales activity within an allocated territory to successfully drive the brand portfolio, volume, profitability and brand distribution targets in line with the company business plan. | | |
| KEY RESULT AREAS | **KEY PERFORMANCE INDICATORS** | **SKILLS & EXPERIENCE** |
| * Achieve agreed business objectives for TNI within agreed timeframes and in line with company goals with a particular focus on sales and distribution targets – focus on role will be both draught beer and wine * Successfully develop and execute a plan for draught beer and wine opportunities within the restaurant and food led market segment * Manage and maintain customer relationships to maximise profitable growth in territory * Formulate, action and evaluate business development plans, tailored to individual customers to develop mutual business needs, liaising with appropriate internal customers to deliver business objectives * Actively develop and optimise journey plans and ensure call cover plan for all targeted customers within territory * Ensure full implementation of structured pricing and other trading agreements * Actively manage customer credit to ensure overdue debts are met * Identify opportunities to grow and secure new business; target, evaluate and compile investment applications * Strengthen relationship with customers via consultative selling approach with product, placement and promotional advice * Daily updates on customer product compliance, outlet grading and universe data. * Ensure all negotiated promotions and visibility drives are fully in place for specific periods in all outlets of nominated key customers. * Liaise with the Trade Marketing as part of the on trade development plan. * Successfully present business presentations to customers including portfolio selling, profit awareness and category management benefits. * Complete agreed reports in line with KPIs and management requirements as well as good usage of all role related technologies. * Proactively review performance of investment accounts in the area and implement action plans as required   **Dimensions:** Direct responsibility for all assigned calls in territory as well as performance of the territory in its totality | * Full compliance on product listings and brand visibility in all licensed premises in the territory. * Brand Distribution target achievement, across the extended company portfolio (beer, cider, wine, spirits, soft drinks, waters) * Achievement of monthly volume/sales targets. * Promotions fully in place for agreed periods with all relevant support items/POS in place. * Effective journey plans are in place for the territory. * Conduct customer reviews and ensure that business presentations to customers are carried out with successful outcomes and results. * Ensure overdue targets are achieved and payments collected is in line with company credit terms. * Development of customer relationship and retention of customers. | * Ability to sell effectively maximising the full portfolio * Ability to influence, negotiate and build relationships * Excellent communication and presentation skills * Good commercial acumen * Ability to recognise customer issues and develop viable commercial solutions in response * Ability to maximise resources through effective prioritisation, time management and organisational skills * Team player who is comfortable working on own initiative * Results driven approach * Knowledge of compliance/auditing * Third level education desirable or at least 5 years’ experience in FMCG sales role * Must be minimum 3rd level qualified under the Wine and Spirit Education Trust (WSET) * Full driving licence. * Competent IT skills |